AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

1-6 (canceled)

7. (new) A method for processing data obtained by confronting respondents with visual stimuli, the method comprising steps of:

a) subdividing the stimuli into at least two distinct attention areas;

b) accumulating said data from a number of the respondents, where said data represents time during which attention of the respondent was directed to a specific one of the stimuli;

c) subdividing the accumulated data received from a number of the respondents and related to one specific stimulus into sets of said data, each said set related to one of said attention areas of the one specific stimulus;

d) based on said sets of data, determining how many of the respondents have paid attention to a specific one or more of said attention areas; and

e) adding the data in a predefined manner to obtain a total score for the respective stimulus;

wherein said data represent time during which the attention of a given said respondent was directed to a specific said attention area of a specific said stimulus, and a number of times said respondent fixed that said respondent's gaze at the specific attention area of the specific stimulus.

8. (new) The method of claim 7, wherein each said stimulus comprises three of the distinct attention areas.

9. (new) The method of claim 8, wherein the three distinct attention areas are brand information, image information, and text information.

10. (new) The method of claim 9, wherein step d) comprises determining how many said respondents paid attention only to the brand information (result X), how many paid attention to both the brand information and the image information (result Y), and how many paid attention to the brand information, the image information, and the text information (result Z).

11. (new) The method of claim 10, wherein step e) comprises assigning weighting factors x, y, and z to results X, Y, and Z, respectively and summing the weighted results to produce the total score as $xX + yY + zZ$.

12. (new) The method of claim 7, wherein the total score is expressed in percentages.

13. (new) The method of claim 8, wherein the total score is expressed in percentages.

14. (new) The method of claim 9, wherein the total score is expressed in percentages.

15. (new) The method of claim 10, wherein the total score is expressed in percentages.

16. (new) The method of claim 11, wherein the total score is expressed in percentages.

17. (new) The method of claim 7, wherein if a given said time during which said attention is paid to a given said attention area is less than a predetermined value, the data representing the given time is removed from further processing.

18. (new) The method of claim 8, wherein if a given said time during which said attention is paid to a given said attention area is less than a predetermined value, the data representing the given time is removed from further processing.

19. (new) The method of claim 9, wherein if a given said time during which said attention is paid to a given said attention area is less than a predetermined value, the data representing the given time is removed from further processing.

20. (new) The method of claim 10, wherein if a given said time during which said attention is paid to a given said attention area is less than a predetermined value, the data representing the given time is removed from further processing.

21. (new) The method of claim 11, wherein if a given said time during which said attention is paid to a given said

attention area is less than a predetermined value, the data representing the given time is removed from further processing.

22. (new) A method for processing data obtained by confronting respondents with visual stimuli, the method comprising steps of:

a) presenting a plurality of visual stimuli to each of a plurality of respondents, each said visual stimulus comprising at least two distinct attention areas;

b) gathering data representing an amount of time each of the plurality of respondents pays attention to each said attention area;

c) subdividing the gathered data into sets of said data, each said set related to one of said attention areas and a plurality of the respondents;

d) based on said sets of data, determining how many of the respondents have paid attention to a specific at least one of said attention areas; and

e) adding the data in a predefined manner to obtain a total score for each of the stimuli;

wherein said data comprise both time during which the attention of a given said respondent was directed to a given said attention area of a specific said stimulus, as well as a number of times said respondent fixed that said respondent's gaze at the specific attention area of the specific stimulus.

23. (new) The method of claim 22, wherein each said stimulus comprises three of the distinct attention areas.

24. (new) The method of claim 23, wherein the three distinct attention areas are brand information, image information, and text information.

25. (new) The method of claim 24, wherein step d) comprises determining how many said respondents paid attention only to the brand information (result X), how many paid attention to both the brand information and the image information (result Y), and how many paid attention to the brand information, the image information, and the text information (result Z).

26. (new) The method of claim 25, wherein step e) comprises assigning weighting factors x, y, and z to results X, Y, and Z, respectively and summing the weighted results to produce the total score as $xX + yY + zZ$.